

**Virginia Workforce Council
Hotel Roanoke and Conference Center
110 Shenandoah Avenue
Roanoke, Virginia
June 8, 2005
Minutes**

I. Call to Order, Roll Call and Approval of the Minutes: Chair Marjorie Connelly

Chair Connelly called the meeting to order at 1:00 p.m. The public comment period at 2:15 p.m. was announced. Speakers were asked to limit comments to 3 minutes and a written copy of comments is required.

Roll Call – Members Present

Marjorie Connelly, Chair	Hiawatha Nicely
Huey Battle	Rita Ricks
David Brash	Secretary Michael Schewel
Delegate Kathy Byron	Honorable Don Sullenberger
Mark Dreyfus	James Underwood
Dolores Esser	Brett Vassey
C. Michael Ferraro	Honorable Horace Webb
Richard Gonzalez	Andrea Wooten
Daniel LeBlanc	
Senator Yvonne Miller	

The minutes of the March 23, 2005, meeting were approved.

Chair Connelly introduced Katherine DeRosear from the Commission on Virginia's Future and Mary Beth Dunkeberger from Virginia Tech. They spoke about the Future Forums to be held by the Commission in the fall.

II. Preparing America's Future – Dr. Susan Sclafani, Assistant Secretary for Vocational & Adult Education, U.S. Department of Education.

Chair Connelly introduced Dr. Sclafani, who spoke about national initiatives to meet the challenges of preparing youth for the 21st century world of work. Chair Connelly thanked Dr. Sclafani for the riveting and informative presentation.

III. Public Comment – Chair Connelly

Delores Vest with the Western Virginia Workforce Development Board (WIB 3) of Roanoke briefed the Council on some of the recent changes at the WIB 3 over the past year. It includes: strengthening ties between workforce and economic development; reorganization of the CLEO Consortium; reconstitution of the WIB to 15 members, who each represent multiple constituencies; and the development of issues-oriented WIB committees

IV. Virginia Initiative for Employment Not Welfare (VIEW) Local Allocations – C. Michael Ferraro, Council Member

Mr. Ferraro spoke about the current Virginia Initiative for Employment not Welfare (VIEW) training program, which is a \$48 million training program at the local level. As advisors to the Governor on workforce training issues, the Council should have many questions and advice strategies about this program; specifically, the results of the program, i.e. how many people were trained; what were they trained in; do they have jobs; how long do they keep employment, et cetera? How can the business community help at the local level with these participants? Additionally, local WIB Directors should be given annual allocation information on all of the 22 workforce programs each year. It would not only help them to better manage the portfolio programs at the local level, but it would also help them to achieve goal 2 of the state MOU cost sharing.

The Council also needs to know how its work impacts the economy of the state. Allocation and performance data should be a natural part of the workforce development system in Virginia and it should be practice that this information is shared at all levels of the workforce system. Mr. Ferraro has provided a policy recommendation to Mark Dreyfus on the Metric's team, in this regard. It will be reported later in the meeting.

V. WIB Technical Assistance for Performance – Willie Blanton, WIA Director

Handout provided, which was the Workforce Investment Act Performance Improvement Summary June 8, 2005. WIBs with outliers have been identified and much is related to data issues. The VEC assigned Hubert Harris to work with the users to increase confidence in the system. The State mounted a full-scale effort to address data related and non data related issues. Data queries are better now; the State has provided more TA on how performance standards work; the data has been cleaned; and the State has raised and resolved questions about the low registration and exit numbers. At the end of the third quarter, the report to the Federal Department of Labor indicated that Virginia was meeting or exceeding all 17 standards. The WIBs will also be asked to do a self-assessment and the instrument has been piloted and revised, accordingly. This will be done in concert with the concept of continuous improvement.

VI. Proposed PY 05 WIA Statewide 15% Budget – Gail Robinson, Staff, Willie Blanton

Handout provided. Staff reviewed the 5% Statewide budget recommendations by the Executive Committee. The budget total for next year, including carryover is \$9,196,334. Major highlights were: \$400,000 for Virginia Workforce Center staff certification; continued \$50,000 commitment to Council Committees; new economic & workforce development initiative involving 3 \$15,000 pilots for WIBs & EDs; \$400,000 for DBA for incumbent worker training; and \$ 1million for Governor's initiatives. Instead of a Workforce Development Conference, the Executive Committee approved a 1-day Workforce & Economic Development Summit. Mr. Sullenberger and Ms. Wooten will be working with staff in planning the Summit.

On the \$125,000 for the State MOU training, Ms. Wooten suggested we wait a short time until the Council can make some progress with the priorities to make the most productive use of the money and so the training can be most meaningful. Staff will take that under advisement. Secretary Schewel proposed an amendment to add \$340,000 for the Middle College Program (at 2 schools) because they have been very successful. Chair Connelly remarked that VCCS will be invited to the next Council meeting to share the progress. Secretary Schewel also proposed \$50,000 for marketing the Career Readiness Certificate. A motion was made to approve the budget as amended; it was seconded and unanimously approved.

VII. Statewide Virginia Workforce Network Marketing – Shanee Smith, Staff

Handout provided. The VEC, representing the Council, recently awarded \$100,000 to Full Capacity Marketing for a statewide marketing effort for the Virginia Workforce Network. Ms. Smith summarized the contract. There were many questions about the marketing approach, surveys, collaborative efforts with other resources, testimonies, etc. The Council requested that a representative from Full Capacity Marketing attend the next Council meeting to brief the Council on its approach.

VIII. Advantage Virginia Incentive Program (AVIP) – Gail Robinson, Staff

Handout provided. Ms. Robinson informed the Council of the AVIP student loan program and the Council's responsibilities in AVIP implementation. The Council's role in implementation will be greater, with the VEC providing staff support. The Council will award \$100,000 worth of scholarships and develop procedures for implementation. The scholarships are for degrees for occupations in high demand. Priority will be given to students who are already in school; for students who live in planning districts where the unemployment rate is higher than the most recent state unemployment rate; and consideration for financial need. Employment in Virginia can be used in lieu of paying the money back. The final implementation schedule will be presented to the Executive Committee at the July 19th meeting.

Action Item

Finalize AVIP implementation procedures to award scholarships in September.

IX. Committee Reports – Committee Chairs

Executive Committee – Chair Connelly

Most items have been covered from the last Executive Committee meeting. The Committee approved the USDOL State Strategic Plan.

Key Player Effectiveness – Chair C. Michael Ferraro

The Committee is working on filling the slots on the State Institute Advisory Board. The Committee is seeking funding for a full-time staff person for the Advisory Board, who would be responsible for the ongoing professional development, workforce conferences, certifications, of those within the system. The KPE & LE Committees had a joint meeting on Virginia Workforce Network Center staff certification. There will be another joint meeting this summer to come back to the Council in September with a plan of action and a policy recommendation on how that \$400,000 should be used. Chair Connelly asked Mr. Ferraro to resolve the staffing location/reporting issue, when the request is made.

Action Item

Schedule summer meeting to develop recommendations for Virginia Workforce Network Center staff certification for September 8, 2005 Council meeting.

Local Excellence – Chair Andrea Wooten

Ms. Wooten commended Dee Esser and particularly, Hubert Harris, for the leadership that they have exercised in moving the Virginia Workforce Network information system issue forward. The Committee has looked at the status of the WIB Action Plans (handout provided). The WIBs are moving forward in a number of areas, although a lot yet has to be done. The Committee is also moving forward with the issue of staff certification standards as Michael mentioned, and with Tier II certification of the Virginia Workforce Network Centers. The WIB Association has made a recommendation, about what it would take to get to the Tier II Certification and the Committee will accept that, at least for now, and move forward with it.

Mr. Vassey asked if there was a reason by the Workforce Development Academy at UVA is not considered the standard for the career development facilitator and everything else would be added on? Mr. Ferraro responded that, that depended on how the Council will define “core competencies” for Virginia Workforce Network Center staff and what training programs are designed for those competencies. There is also the issue of reciprocity for staff with existing certifications that satisfy some of the core competencies. Once the myriad of decisions are made, including the option for on-line instruction, the Academy could be the entity that delivers the training and the Committee is also looking at other entities which do the training based on a set of core competencies.

Action Item

- (1) Develop Tier II certification policy recommendation.
- (2) Make Recommendations for Virginia Workforce Network Center staff certification for September 8, 2005 Council meeting.

Metrics & Incentives – Chair Mark Dreyfus

The Committee is still working on its charge from the last meeting related to the state performance measures. In a related matter, Mr. Dreyfus made a motion as a policy recommendation that in order to better advise the Governor on workforce training, the Council require all current workforce training programs highlighted in the 2002 JLARC Workforce Training Report to share their annual performance and allocation information with the Council. The motion was seconded and approved.

Next, the Committee recommends that \$50,000 be set aside for an objective professional assessment of the WIBs. An RFP would be issued to hire experts that can independently review each of the WIBs to assist the Council in making decisions we about such issues as how many WIBs there should be, which WIBs are performing, and which WIBs are not performing. This review would go beyond the 17 measures of WIA to examine the board structure, the partnership structure, MOU structure, etc. The Committee would like to have the results by the September Council meeting and the monetary and non-monetary awards will be based on the outcome of the reviews. Senator Miller raised concerns about putting a dollar figure in the motion. The motion was restated to omit the reference to the \$50,000. It was seconded and approved.

Chair Connelly suggested that Mr. Dreyfus request the funds for the WIB assessment at the July 19, 2005 Executive Committee meeting. (Chair Connelly) Okay, you would go to the Executive Committee Meeting in July and in the meantime if you could get your RFP out and turned around, I think that is a great opportunity that would enable you to give a more specific figure.

Action Item

Staff to develop and issue RFP.

X. General Assembly Update HJR 713 – Chair Connelly

Council heard from those members appointed to the Subcommittee regarding the status of the study. There are 5 Council members on the Subcommittee. Delegate Byron indicated that the study involves 4 meetings and the first meeting is June 21, 2005. The study will be based on some of the JLARC findings and the work of the last 7 years of the Council. The Subcommittee will review all workforce training programs, not just the WIA. The issues are so many in the Commonwealth and there are a lot of legislators that are not as educated as they would like to be because they have not had the opportunity to deal with some of the WIA issues in their

locality, so this will be good for them too. As the Legislature considers change, it requires that more people have an understanding. It is the hardest to change sometimes, but it helps when issues can be examined off session to really get deep into the issues and to be able to have good dialogue.

Chair Connelly indicated that the Council would have some recommendations for the Subcommittee.

XI. Meeting Adjournment- Chair Connelly

Chair Connelly announced the Council meeting dates for the next fiscal year: September 8, 2005 – Northern Virginia; December 8, 2005 – Richmond; March 28, 2006 – Richmond; and June 8, 2006 – Virginia Beach (handout). The meeting was adjourned at 4:10 pm.